

ORDER



WAVY

Orders
Order / Rev: 198142
Alt Order #: 06841343
Product Desc: 8/14-8/20 SCOTT RIGELL
Estimate: 2631
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Rigell for Congress (R)
Demographic: A35-64
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: SP10547
Agency External ID: IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	11	\$6,100.00	\$5,185.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$6,100.00	\$5,185.00	0.00
Totals	11	\$6,100.00	\$5,185.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	41%	\$6,100.00
Market	100%	\$14,878.05

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	1%	\$148.78
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$3,124.39
WTVZ	2%	\$297.56
WVBT	11%	\$1,636.59
WVEC	24%	\$3,570.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/14/12	08/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	- TWTF - -	:30	3	\$900.00	P1	0.00	NM	3	\$2,700.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	- TWTF - -		3		\$900.00		0.00					
E 2	WAVY	08/14/12	08/17/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	- TWTF - -	:30	4	\$350.00	P2	0.00	NM	4	\$1,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -		4			\$350.00		0.00				
E 3	WAVY	08/14/12	08/17/12	WAVY News @ Sunrise	CM	5a-6a	- TWTF - -	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
				WAVY News @ Sunrise											
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -		4			\$500.00		0.00				
													Totals	11	\$6,100.00